

Drinking Milk Products in North Macedonia

Market Direction | 2022-09-28 | 20 pages | Euromonitor

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Report description:

Drinking milk products register positive volume growth in 2022 as consumer demand remained stable and robust despite the impact of high inflation on unit prices. Cow's milk remains the dominant category of drinking milk products in Macedonia and cow's milk is widely regarded as an important staple foodstuff, which has insured consistent demand throughout the COVID-19 pandemic and the period of high inflation that has followed. Goat milk meanwhile is registering dynamic sales growth and this is l...

Euromonitor International's Drinking Milk Products in North Macedonia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <[Year]> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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